



SEASONS HOSPICE
1811 Greenview Place SW
Suite 110
Rochester, MN 55902
(507) 285-1930

May 5, 2008

BOARD OF DIRECTORS

Jean Guyse, C.P.A.
President

Terry Buzzell
Vice-President

Nancy Werning
Secretary

Kaye DeYoung
Treasurer

Rod Anderson
Past President

Dennis Busche

Aminah Jatoi, M.D.

Marlys Jax, O.S.F.

John Woods, M.D.

ADMINISTRATOR

Pamela Schaid, RN, MA

MEDICAL DIRECTOR

Thomas Miller, M.D.
Olmsted Medical Center

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW, Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms Dortch:

I am writing to you in response to the FCC's proposed re-regulation of local programming. I represent Seasons Hospice in Rochester, Minnesota, a non-profit organization providing hospice and bereavement care to persons in Rochester and southeastern Minnesota for over ten years. Seasons Hospice has long considered KTTC-TV a significant partner in helping our organization disseminate information about our purpose, our program and special events that we hold throughout the year.

KTTC has always been responsive to our requests for coverage, from our annual "Memories of the Heart" non-ecumenical remembrance service held in December for over ten years, to the dedication of our "Circle of Remembrance" paver memorial in September, 2007, as part of our "Decade of Caring" celebration, commemorating our tenth anniversary.

Last November, KTTC played a pivotal role in the success of our annual fundraising gala/auction "A Live & Love Affair" by being one of our major sponsors. The generosity of KTTC extended to producing two television commercials at no charge to Seasons Hospice, as well as airing almost 500 spots on three different channels for a total value of almost \$30,000. Additionally, I was interviewed for a segment on their "About Town" program that aired repeatedly over a three-day period. The proceeds from our gala in 2007 were more than double the amount in 2006, which is attributable in part to the increased visibility provided to us by KTTC.

There is no question that KTTC-TV takes its role as "a voice of and for the community" very seriously. They were there covering the presentation of a check for \$10,000 to Seasons Hospice by Veterans for Veterans, representing the first donation to our newly established fund for veterans

in need of care at our hospice house who cannot afford the care.

Examples of the ways in which KTTC-TV provides coverage for important activities and events for Seasons Hospice are endless. As a non-profit organization, we do not have a large advertising budget and are reliant on the goodwill and generosity of the media. There is no need for additional regulations governing local programming because the broadcast media in Rochester, Minnesota, especially KTTC, are such an integral part of the community. KTTC-TV exemplifies local media at its best: reporting on and covering issues and events that the community really cares about.

Sincerely,

A handwritten signature in cursive script that reads "Carolyn Piepho". The signature is fluid and elegant, with a large initial 'C' and a distinct 'P'.

Carolyn Piepho, Director of Development
Seasons Hospice